FRHE CAMPAIGN #IBELIEVEINRECOVERY OVERVIEW 8.14.19

In some way, addiction has affected all of us.

WE'RE HERE TODAY TO TRY AND HELP.

Goals

Decrease stigma while increasing hope and solutions. Support families and loved ones coping with addiction. Create a positive community of hope for those in recovery. Highlight solutions and progress, instead of focusing on the problem.

How we went abo	ut achieving this		
DISCOVERY + CO-CREATION ···· SESSION	THEMES + •••• COMMUNICATION •••• PILLARS	BRAND SQUARES	RESEARCH + TESTING
	COVERY + CO-CREATION	SESSION	• • • • • • • •

242 general public survey respondents: across 11 counties within greater Cincinnati region (including Ohio, Kentucky, and Indiana)

25 stakeholder interviews: Recovery communities, nurses, doctors, church communities, elected officials, those in recovery, psychologist, prevention specialist, first responders, and even skeptics



Total respondents 344



Key Learnings

Personalization

- Put a face to the disease
- Tell true stories
- Be real
- Be inclusive

Hope

2

- Tell success stories
- Meet people where they are
- Maintain positivity
- Show support
- Be encouraging

Destigmatize

3

• Emphasize that it affects everyone • Reiterate that addiction doesn't make someone "bad" Community

4

• Show a support system

• Be about improving the community

Informative

5

• Let it be known it is a chronic disease

• Give information on how to get treatment/help



Bringing these learnings to life in a tactical way

Pilot Campaign JULY-SEPTEMBER 2019

	MEDIA TACTICS				
COUNTIES	ENQUIRER	P O S T E R S / B I L L B O R A D S	DIGITAL/FACEBOOK	RADIO ADS	
Butler	Х	X	X	X	
Dearborn	Х	X	X		
Clermont		X	X	X	
Grant			X	X	

Billboards

FOR ALL COUNTIES



BILLBOARDS Butler Clermont Dearborn

RECOVERY IS POSSIBLE.

Visit GetCleanNowClermont.org

#IBelieveInRecovery



COALITION FOR A DRUG-FREE CLERMONT COUNTY



#IBelieveInRecovery



Print Advertisements

FOR ALL COUNTIES

ENQUIRER Butler Dearborn



AS A COMMUNITY, WE ARE **STRONGER THAN ADDICTION**





Visit us online at www.bcmhars.org Find us on Facebook at Butler County Mental Health & Addiction Recovery Services Board

RESOURCES IN YOUR COMMUNITY

#IBelieveInRecovery

THERE IS HOPE. THERE IS SUPPORT.

To learn more and find resources in your local community, visit **www.dcincare.org**



Visit us online at **www.dcincare.org** Find us on Facebook at **Dearborn County CARE** RESOURCES IN YOUR COMMUNITY



Digital Ads FOR ALL COUNTIES

3 PATHWAYS Digital Ad Summary



COMMUNITY IS HOW RECOVERY THRIVES.

LEARN MORE

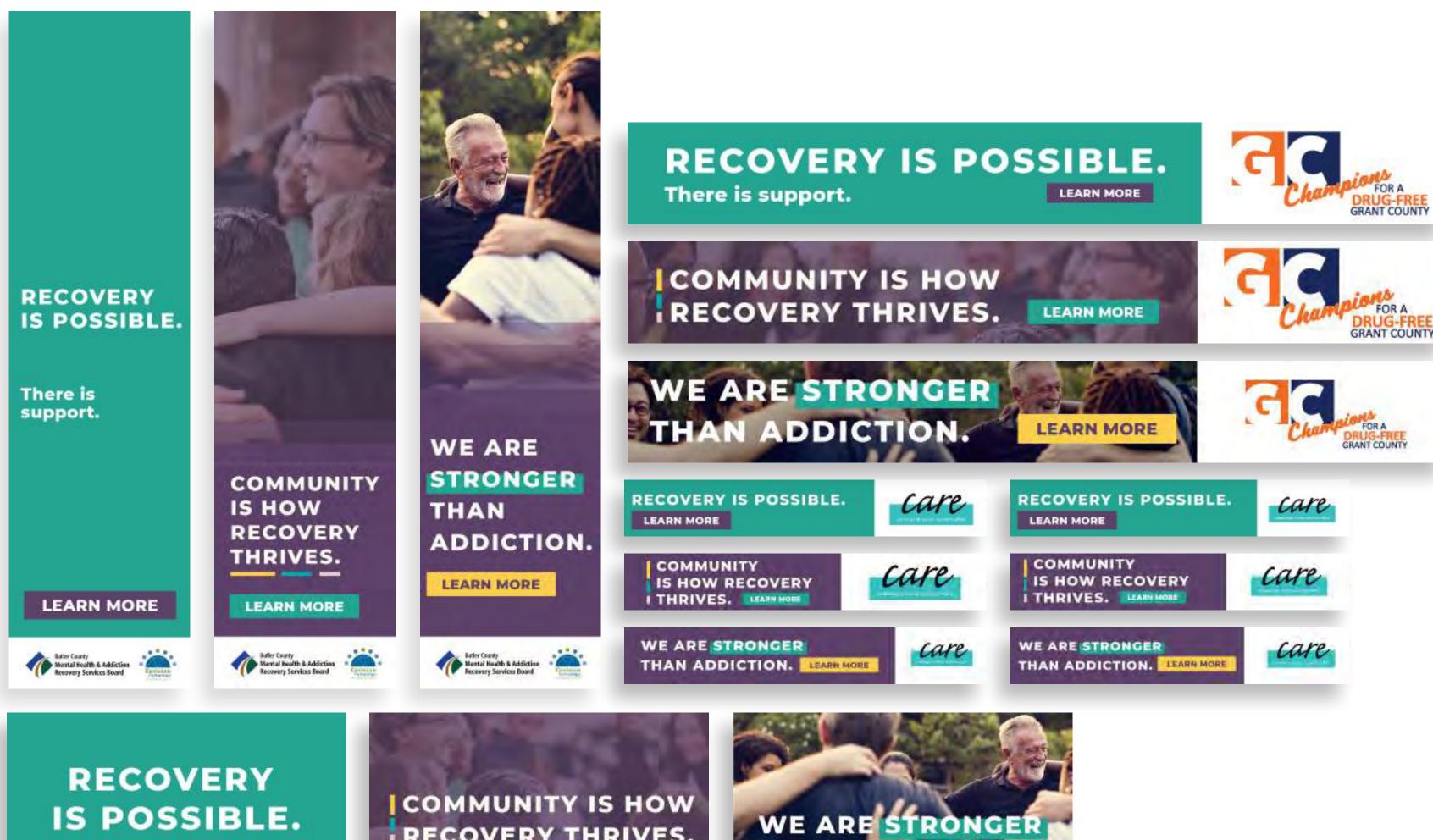
Butler County Mental Health & Addiction Recovery Services Board



DIGITAL

Butler Dearborn Clermont

Grant



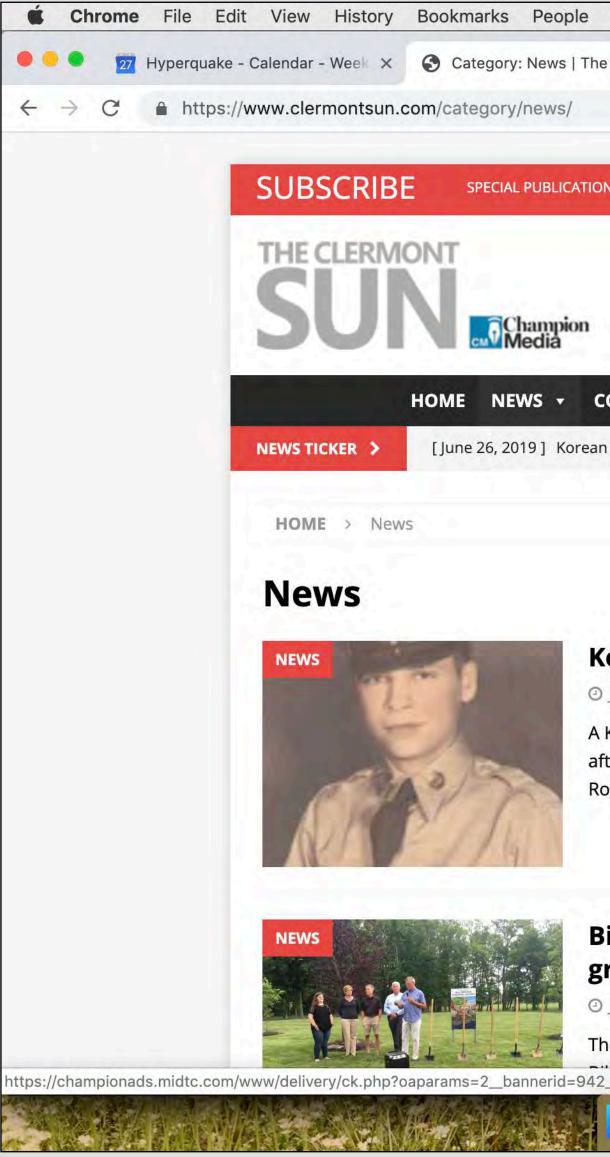
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There is support.

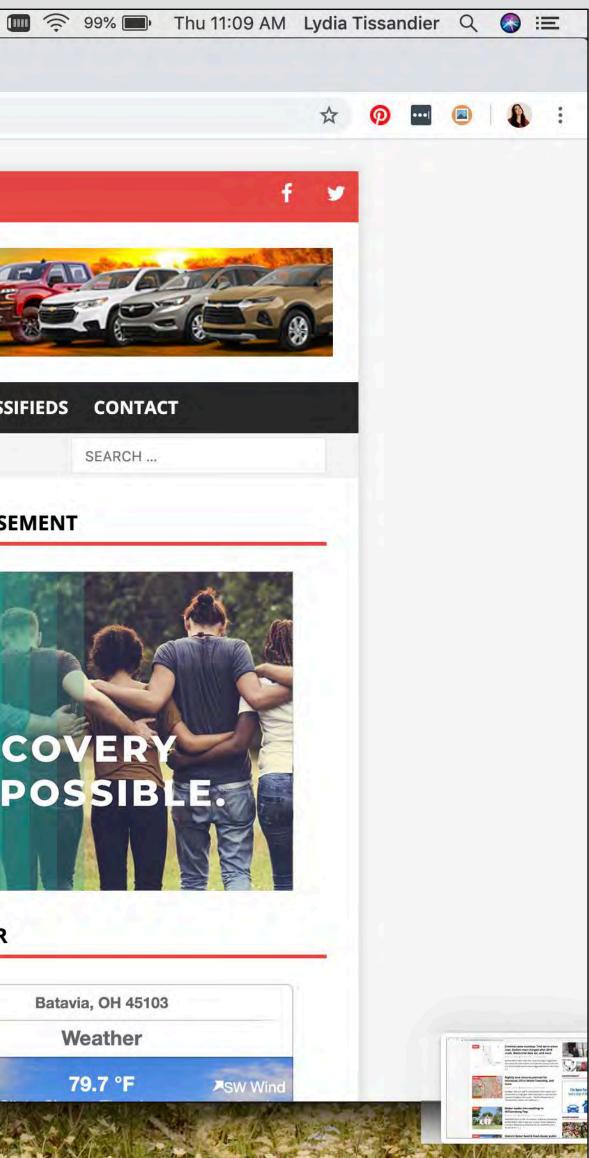
LEARN MORE





In Context

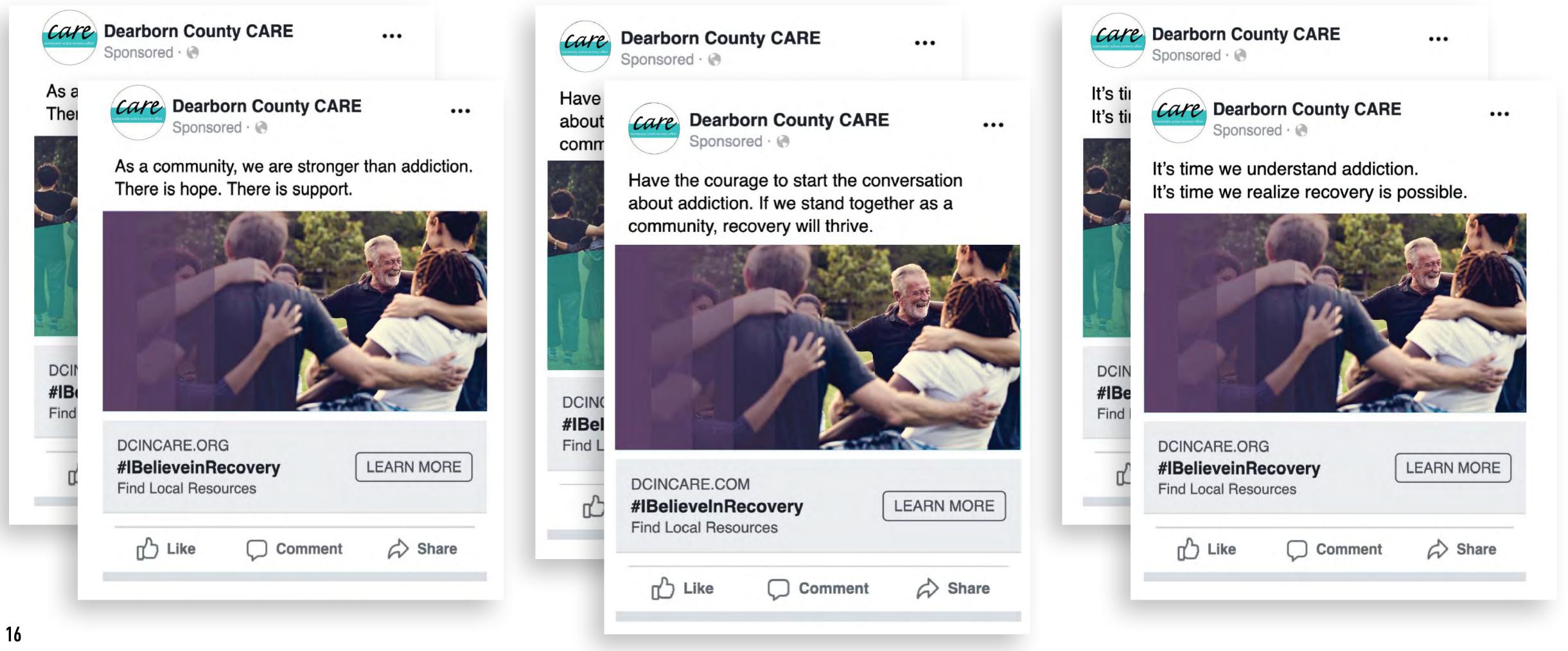
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Korean vet goes home NEWS	SEARCH			
	ADVERTISEMENT			
Korean vet goes home ⊙ June 26, 2019 ▲ Clermont Sun ○ 0 Comments				
A Korean War veteran will have a long overdue burial in Goshen after his remains were identified nearly 70 years after the war. Roger Lee Woods, of Cincinnati, and 18 at the time of his []	RECOVERY IS POSSIBLE.			
Bill Brewer Memorial Garden breaks ground	WEATHER			
 June 26, 2019 Clermont Sun O Comments 	Batavia, OH 45103			
The Batavia Township Trustees held a groundbreaking for the	Weather		121	



Facebook Ads

FOR ALL COUNTIES

2 CREATIVE ARTWORKS + 3 PATHWAYSFacebook Ad Summary



In Context







Thank you.